Reply to final Office Action of September 14, 2010

AMENDMENTS TO THE CLAIMS

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I-22. (Canceled)

23. (Currently amended) A method in a computer system of generating a versatile financial transaction, the computer system including a processor and a memory coupled to the processor, the method comprising:

causing the computer system to present using the computer system to provide a user a graphical user interface to select a versatile financial transaction from a plurality of possible versatile financial transactions;

receiving by [[at]] the computer system an order from the user for the versatile financial transaction, wherein the versatile financial transaction corresponds to one or more shares of a stock is related to an underlying instrument;

retrieving from a database coupled to the computer system a plurality of preselected subcomponent option transactions that are bundled together to form the ordered versatile financial transaction;

wherein the versatile financial transaction is comprised of at least five subcomponent option transactions,

wherein each of the plurality of preselected at least five subcomponent option transactions is related to the one or more shares of the stock underlying instrument;

electronically processing by [[via]] the computer system the order for the subcomponent option transactions;

wherein the plurality of preselected subcomponent option transactions are interrelated to enhance a risk/reward profile for the ordered versatile financial transaction;

wherein subcomponent parameters specified in the order are based on ordering requirements made for the ordered versatile financial transaction;

wherein each of the <u>plurality of preselected</u> at least five subcomponent option transactions specified in the order require the other subcomponent option transactions in the order to execute as specified, otherwise none of the <u>plurality of preselected</u> at least five subcomponent option transactions will execute;

transmitting by [[via]] the computer system the interrelated subcomponents as a packaged bundle to a trade executing entity for fulfillment only when each of the plurality of preselected [[five]] subcomponent option transactions will execute as specified, so that fulfillment may be achieved when the trade executing entity makes the entire packaged bundle available as a trade possibility to one or more market makers; and

presenting the user, <u>by</u> [[via]] the graphical user interface, [[with]] a confirmation of an execution of trades for each of the order's subcomponents.

24-43. (Canceled)

44. (Currently amended) A method in a computer system of generating a versatile financial transaction, comprising:

causing the computer system to identify identifying an underlying financial instrument;

causing the computer system to identify identifying a versatile financial transaction for the underlying financial instrument,

retrieving from a database coupled to the computer system a plurality of preselected subcomponent option transactions that are bundled together to form the identified versatile financial transaction;

wherein the versatile financial transaction includes at least three subcomponent option transactions;

providing by the computer system using the computer system to provide an order for processing the preselected subcomponent option transactions;

wherein the <u>preselected</u> subcomponent option transactions are <u>related to the underlying financial instrument and are</u> interrelated <u>to enhance</u> <u>a risk/reward profile for the versatile financial transaction</u>,

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wherein subcomponent parameters specified in the order are based on ordering requirements made in identifying the versatile financial transaction;

wherein at least one of the <u>preselected</u> subcomponents specified in the order require other subcomponents in the order to execute as specified, otherwise none of the <u>preselected</u> subcomponents will execute;

transmitting <u>by</u> [[via]] the computer system the interrelated subcomponents <u>as a packaged bundle</u> to a trade executing entity for fulfillment, <u>so</u> that fulfillment may be achieved when the trade executing entity makes the <u>packaged bundle</u> available as a trade possibility to one or more market makers; and

generating <u>by</u> [[via]] the computer system a confirmation of an execution of a trade on the versatile financial transaction.

45-52. (Canceled)

53. (Currently amended) The method of claim 44, wherein the underlying financial instrument is already owned by a user placing the trade subcomponents are obtained simultaneously.

54. (Canceled)

55. (Currently amended) The method of claim 44, further comprising purchasing the underlying financial instrument along with the plurality of preselected subcomponent option transactions as part of the packaged bundle

:facilitating the execution of trades on the order's subcomponents simultaneously.

56-64. (Canceled)

65. (Currently amended) A method in a computer system for [[of]] generating a versatile financial transaction, the computer system including a processor and a memory coupled to the processor, the memory including computer executable instruction stored thereon that when executed by the processor, cause the processor to method comprising:

receive receiving at the computer system an order for the versatile financial transaction for an underlying stock financial instrument,

retrieve from a memory coupled to the computer system at least three preselected subcomponent option transactions that are bundled together to form the ordered versatile financial transaction;

wherein the versatile financial transaction includes at least three subcomponent option transactions;

processing the order for the subcomponent option transactions;

wherein the <u>at least three preselected</u> subcomponent transactions are interrelated <u>to enhance a risk/reward profile for the ordered</u> versatile financial transaction;

wherein each of the at least three subcomponent option transactions is related to the underlying stock financial instrument;

wherein the at least three preselected one of the subcomponent option transactions specified in the order require other subcomponent option transactions in the order to execute as specified, otherwise both sets of subcomponent option transactions will not execute; and

wherein each of the at least three subcomponent option transactions is associated with a specific market instrument;

using the computer system to effect the execution of trades on the order's subcomponents.

66. (Currently amended) The <u>system</u> method of claim 65, wherein a complement order is made available to a trading market.

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67. (Canceled)

68. (Currently amended) The <u>system</u> method of claim 65, wherein the subcomponent option transactions are over-the-counter options.

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69. (Currently amended) The <u>system</u> method of claim 65, wherein <u>the</u> stock is already owned by a user placing the order subcomponent parameters specified in the order are based on ordering requirements made for the versatile financial transaction.

70-73. (Canceled)

74. (Currently amended) The <u>system</u> method of claim 65, wherein the <u>stock is purchased along with the preselected subcomponent option transactions in the order subcomponents are obtained simultaneously.</u>

75. (Canceled)

76. (Currently amended) The <u>system</u> method of claim 65, wherein <u>the</u> <u>versatile financial transaction is a butterfly hedge execution of trades on the order's subcomponents occurs simultaneously.</u>

77. (Currently amended) The <u>system</u> method of claim 65, wherein one order is populated for all subcomponents.

78. (Currently amended) The <u>system</u> method of claim 65, wherein one order is provided for each subcomponent.

79. (Currently amended) The <u>system</u> method of claim 65, wherein some subcomponents are amalgamated into one order and other orders are provided for each subcomponent.

80. (Canceled)

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81. (Currently amended) The <u>system</u> method of claim 65, wherein the versatile financial transaction is a SlingshotHedge.

82 - 126. (Canceled)

127. (Currently amended) A memory storage containing instructions configured to be executed by a processor, the instructions which, when executed by the processor, cause the performance of a method, comprising:

displaying a plurality of versatile financial transactions for selection by;

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facilitating a user in selecting a specific versatile financial transaction from the plurality of versatile financial transactions, wherein the selected versatile financial transaction is related to either a stock or a future;

retrieving from a database coupled to the processor at least three or more preselected subcomponent option transactions that are bundled together to form the selected versatile financial transaction;

wherein the selected versatile financial transaction includes three or more interrelated, subcomponent, option transactions,

wherein each of the three or more <u>preselected</u> subcomponent option transactions is related to either the stock or the future;

wherein each the three or more interrelated, subcomponent option transactions specified in the order require the other subcomponent option transactions in the order to execute as specified, otherwise none of the three or more interrelated, subcomponent option transactions will execute;

transmitting the interrelated subcomponents <u>as a packaged bundle</u> to a trade executing entity for fulfillment; and

displaying to the user a confirmation of an execution of a trade for the selected versatile financial transaction.

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128. (Previously presented) The method of claim 23, further comprising receiving at the computer system instructions to execute the trades for the versatile financial transaction only at specified strike parameters.

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- 129. (New) The method of claim 23, wherein the one or more shares of the stock are already owned by the user.
- 130. (New) The method of claim 23, further comprising purchasing the one or more shares of the stock along with the plurality of preselected subcomponent option transactions as part of the packaged bundle.
- 131. (New) The method of claim 127, wherein the stock or the future is already owned by the user.